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AIST 2011 Awards recognise diversity in super fund communication strategies

A social media-driven cooking competition and the use of former Olympic swimmer Giaan Rooney as a brand ambassador saw HOSTPLUS and CareSuper take out two of the top honours at last night's **AIST 2011 Awards for Excellence**.

AIST CEO Fiona Reynolds said this year's AIST Awards demonstrated that there was no 'one-size-fits-all' approach to successfully engaging fund members.

"Tonight we've seen how using social media creatively can deliver for one fund, while a relatively straightforward, but cleverly-targeted, advertising campaign worked for another," said Ms Reynolds.

Ms Reynolds predicted member engagement would become an even bigger challenge for super funds if the current volatility on investment markets continued into next year.

"In this climate of uncertainty and caution, it's more important than ever that super funds continue to explore different and innovative ways to engage their members and maintain member confidence," Ms Reynolds added.

CareSuper's 'Why Should You Care' advertising campaign featuring the straight-talking and likeable Giaan Rooney, took out AIST's Platinum Communication Award.

AIST CEO Fiona Reynolds congratulated CareSuper on the Campaign, which saw monthly traffic to the fund's website rise by more than 50 per cent and also help boost young membership in the fund.

"What this campaign highlights is the value in finding the right people to engage and attract young fund members," Ms Reynolds.

Similarly, a suite of educational and marketing initiatives by HOSTPLUS – which won AIST's Super member Services award – and also took out Gold in the Communication Awards - proved a big hit with a younger audience.

In particular, the 'Cook for your career' campaign – promoted heavily through Facebook and Twitter – helped position HOSTPLUS as a leader in social media, while also confirming the fund's role as a hospitality industry supporter.

See below for a full list of the 2011 AIST Award Winners.

Enquiries:

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Winners AIST 2011 Awards for Excellence

Super Member Services Award for Excellence:	HOSTPLUS Marketing Team
Super Investment Award for Excellence:	Ben Squires Manager - Investments & Finance NGS Super
Super Operations/Administration Award for Excellence:	Cameron Wood Operations Manager Australian Catholic Superannuation Retirement Fund
Super Business Development Award for Excellence:	Laurie Buchanan Client Relationship Manager NGS Super

Communication Awards for Excellence - Bronze:	Energy Super Communicating A New Identity campaign
Communication Awards for Excellence - Silver:	Superpartners Online Services Marketing campaign
Communication Awards for Excellence - Gold:	HOSTPLUS Cook For Your Career (C4YC) campaign
Communication Awards for Excellence - Platinum:	CareSuper Why Should You Care campaign